Volume 13

willow & birch BEAUTY BUZZ

July & August 2026

Summer Mood: It's Giving The '90s & We Love It



There's something about this summer that feels familiar in the very best way. Maybe it's the return of butter yellow, faded denim, and oversized sunglasses, or maybe it's the way we're slowing down and finding joy in the little things again.

We're romanticizing Saturday mornings at the farmers market, iced coffees that somehow taste better in the sunshine, fresh bouquets wrapped in brown paper, and outfits that look effortlessly put together without trying too hard. Think perfectly worn denim, soft ribbons, vintage-inspired details, and colors borrowed straight from nature, butter yellow blooms, washed blues, creamy neutrals, and sage greens.

Beauty is following suit. Hair is softer, shinier, and more natural than we've seen in years. Think lived-in blondes, bouncy blowouts, glossy brunettes, healthy skin, and makeup that lets freckles peek through. The goal isn't perfection, it's looking like the best version of yourself after a weekend at the lake or a walk through your favorite local market.

The same shift is happening with fashion, think comfortable and yet effortlessly put together. Picture lake day vibes that capture that summertime feeling we have all been chasing. Its that live in your swim suit, carefree casual summer vibe that has been forgotten. Your favorite cut off shorts, that lived in tee and anything easy breezy.

This season is less about chasing trends and more about creating moments that feel timeless. It's the kind of summer you'll remember years from now…and honestly, we hope it never goes out of style.



The Summer Merch Drop



The newest Willow & Birch Merch collection has officially arrived, and we're completely obsessed. Featuring soft Comfort Colors® garments with beautiful embroidery by Ginger P, this collection is equal parts timeless and effortlessly wearable.

Choose from two embroidered tees, a cozy crewneck, our new everyday tote bag, and the cutest crew socks to complete your look. Even better, the butter yellow, washed denim blue, and blush pink pair perfectly with the latest boutique arrivals for an easy, head-to-toe summer style.

Whether you're spending the day at the farmers market, heading to the lake, cheering from the ball field, or grabbing coffee with friends, these are the pieces you'll reach for again and again. Comfortable enough for everyday wear, yet polished enough to look effortlessly put together, they're made for living in all season long. Fair warning…you may come in for one piece and leave wanting the whole collection. We sure did!

JULY & AUGUST

Birthdays & Anniversaries!



Happy Birthday to Ali on July 14th!



Happy Birthday to Megan on July 15th!



Cheers to 2 years with Bella on July 16th!



Happy Birthday to Becca on July 21st!



Cheers to 14 years with Kate on July 28th!



Cheers to 1 year with Myka on July 29th!



Happy Birthday to Addy on August 7th!



Cheers to 14 years with Hannah on August 7th!



Cheers to 4 years with Marydith on August 8th!



Happy Birthday to Sydnee on August 13th!



Happy Birthday to Morgan on August 27th!



Happy Birthday to Marina on August 29th!

The Nest is Growing: *The Next Chapter at Willow & Birch*



This summer, something beautiful is unfolding at The Nest. What began as a thoughtfully curated space for alternative hair solutions is expanding to meet the incredible demand we've experienced from our community. And with that growth comes an even deeper commitment to providing comfort, confidence, and care to every guest who walks through our doors.

The Nest's expansion will introduce a larger, more diverse selection of wigs and toppers, allowing guests to explore more styles, colors, and fits than ever before. Whether you're navigating hair loss, enhancing your current look, or simply exploring something new, our goal is to ensure you have options that feel like you.

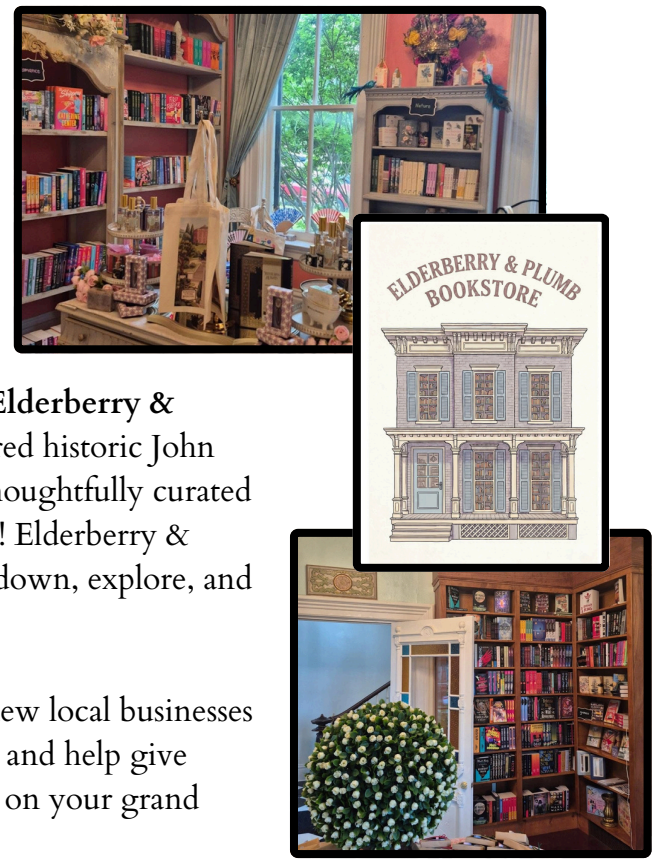
Beyond the product offering, the space itself is evolving. The Nest will now feature a **dedicated service and customization area**, designed specifically for alterations, personalization, and maintenance. From cutting and color customizations to cap adjustments and styling, every detail is handled with care as we know these pieces are more than just hair.

One of the most exciting additions is the flexibility in how guests experience The Nest. We understand that every journey is personal, and privacy matters. That's why the expansion includes **both private, one-on-one consultation rooms** as well as **an open, welcoming floor setting** for those who feel comfortable in a more social environment. Whether you're seeking quiet support or a more relaxed, boutique-style experience, you'll have the ability to choose what feels right for you.

At its core, this expansion is about more than space, it's about *holding space*. For conversations, for transformation, for healing, and for confidence to grow. The Nest has always been a place of renewal. This summer, it becomes a sanctuary, and we can't wait to welcome you in.

LOCAL
Business Spotlight

Elderberry & Plumb Bookstore



A new chapter is beginning in Springfield! The first week of July, **Elderberry & Plumb Bookstore** officially opens its doors in the beautifully restored historic John Cranmer Cook House at 926 S. 7th Street. Offering thousands of thoughtfully curated books, along with literary-inspired gifts, candles, puzzles, and more! Elderberry & Plumb is designed to be a cozy destination where readers can slow down, explore, and connect.

As fellow small business owners, we're always excited to celebrate new local businesses investing in our community. Be sure to stop in, browse the shelves, and help give Elderberry & Plumb a warm Springfield welcome. Congratulations on your grand opening, we can't wait to visit!

Rooted Rituals

Enhancements to Elevate Your Experience

FEATURED TREATMENT

Scalp Renewal $50

Escape with the ultimate head spa treatment with a scented eye mask, aromatic scalp treatment, extended massage with multiple mediums, and nourishment from root to tip!

Did Someone Say Nails?



We are thrilled to announce we now have full time Nail Tech on the W&B team! Carly is a licensed Nail Tech, specializing in Structured Manicures and Gel Extensions. She also will be offering some new Pedicure options, including a Luxurious Eminence Seasonal Pedi, utitlizing the scents of the season for an immersive, Spa experience. If you haven't taken advantage of a nail service before at Willow & Birch, there is no better time than the present! Carly has availability Tuesday through Saturday and would be elated to have you! Check out our full menu of nail services in the online booking portal at willowandbirchsalon.com and discover all of the new services and enhancements now available. Schedule your appointment with Carly today to have the nails you have been dreaming of!



Birch Babe UNIVERSITY

Daddy & Daughter Back to School Styling Sesh

with Megan Flanagan

Calling all cool dads! This class will make whipping up a style for your little gal a total breeze! After all, Mom isn't the only one who can rock out a mean pig tail right?! Bring your little girl in for this Daddy & Daughter Styling Sesh where Megan will share how to detangle like a pro, get the perfect pony easily, master the space buns & even dabble in some braiding! This is best for kiddos 9 & under. Each registration is for a duo of Dad & Daughter. Each duo will get a gift of tools needed for the workshop and to take home, plus kid friendly refreshments!



SATURDAY, AUGUST 8TH
12:00 pm - 1:30 pm

WILLOW & BIRCH
521 E. Washington St.
Springfield, IL 62701

TICKETS
$45 per daddy & daughter duo
Register in store or online at willowandbirchsalon.com



HAIR FLAIR

August 13-23, 2026

Looking to add some FUN to your hair for the Illinois State Fair?! Our Hair Flair gives you endless options to jazz up your locks while you enjoy the magic of the State Fair!

BRAID BAR- choose from multiple braids that will leave you beating the heat and looking oh so cute while you do so!

VIVID TAPES- Add a piece or two of a vivid, fun color to give your locks the pop you've been craving!

TINSEL TAPES- Enjoy tendrils of tinsel that will have you sparkling through every grandstand event!

These do not include a shampoo, blowdry or any thermal styling. Please come with clean hair. This service can be booked online or through our front desk team!

Just Landed From Original & Mineral

Meet the Finishing Duo from O&M: Flexible Queenie + S-Spray
Every great hairstyle deserves an equally great finish, and O&M has delivered just that. We're excited to introduce two brand-new styling products that have quickly become favorites behind the chair at Willow & Birch. Whether you're looking for touchable hold, luminous shine, or both, Flexible Queenie and S-Spray are designed to work together to create polished, healthy looking hair without stiffness or buildup.

Flexible Queenie
The hairspray that moves with you. Think of Flexible Queenie as the more relaxed sister to O&M's beloved Original Queenie. It provides a light-to-medium, brushable hold that keeps your style in place while allowing your hair to move naturally.

Perfect for:



- Everyday blowouts
- Soft curls and waves
- Bouncy volume
- Styles you want to brush through and refresh later
- Humid days when you need control without crunch

You'll love it because it offers:

- Flexible, touchable control
- Weightless hold
- Frizz reduction
- Brushable finish
- Natural movement without sacrificing style

S-Spray Dry Shine Spray
Instant shine. Zero grease. Sometimes your hair doesn't need more hold, it just needs more light. S-Spray is O&M's first-ever dry shine spray, created to add brilliant gloss while smoothing flyaways and taming frizz. Infused with nourishing Camellia Oil, it leaves hair looking silky, healthy, and incredibly reflective without feeling oily or heavy.
Perfect for:

- Finishing every hairstyle
- Adding healthy shine to dull hair
- Smoothing flyaways
- Creating that expensive, "glass hair" finish
- Wigs, toppers, and extensions that need extra polish



Benefits include:

- Brilliant shine
- Silky finish
- Frizz control
- Lightweight formula
- Instant gloss boost with no greasy residue

Better Together
These products were created to complement one another, not compete.
Step 1: Style your hair and finish with Flexible Queenie for soft, flexible hold.
Step 2: Mist on S-Spray for luminous shine and a silky finish that catches the light beautifully.
The result? Hair that feels as good as it looks touchable, shiny, healthy, and effortlessly polished.

Same Family, Same Spirit, A Beautiful New Name: *While one chapter is ending, an exciting new one is just beginning...*

After nearly six wonderful years, one of Taylorville's favorite boutiques is preparing to turn the page. Beginning August 1, Uprooted will officially become The June Tyler, marking an exciting new chapter while continuing the welcoming atmosphere, thoughtfully curated style, and hometown charm customers have come to love.

Since opening its doors, Uprooted has grown into much more than a boutique. It has been a place for finding the perfect outfit, celebrating life's milestones, catching up with friends, and supporting local. Those memories, and the community that made them possible, will always be part of its story.
Many customers know Carli, Jessica's sister, as the heart behind Uprooted. After several years of leading the boutique with passion and care, she will be stepping into an exciting new career utilizing her master's degree in Applied Behavior Analysis, working with children in the local school system. While she will certainly be missed in the boutique each day, her family couldn't be more proud of this next step.

Leading the boutique into its next chapter is Samantha, who will assume ownership on August 1. With a love for fashion and a vision all her own, Samantha is excited to build upon the strong foundation that's already been created while introducing fresh ideas, expanded offerings, and new experiences for shoppers.

Although the name on the storefront will change, customers can expect the same friendly faces, familiar atmosphere, and commitment to exceptional service they've always experienced. The June Tyler will continue to offer stylish apparel, unique gifts, accessories, and carefully selected pieces that make shopping local so special. Some favorite Uprooted items will be joining the lineup at W&B, with the Uprooted brand still utilized for pop ups & special events. This won't be the last of Uprooted to say the least.

As part of the ownership transition, customers are reminded that all Uprooted gift cards must be redeemed by July 31. Because the boutique will operate under new ownership and a new point-of-sale system beginning August 1, existing Uprooted gift cards cannot be transferred or honored after that date.

Change can be bittersweet, but it also brings new opportunities. As one chapter closes, another begins, and this one is filled with excitement, fresh inspiration, and endless possibilities.The family invites everyone to stop by during July to celebrate the final weeks of Uprooted, then return beginning August 1 to experience The June Tyler, a beautiful new name with the same family, the same welcoming spirit, and an exciting future ahead.

A LIFESTYLE & SOCIAL SHOPPE
THE June TYLER
EST. 2026
CLOTHING · HOME · GIFTS · EVENTS